



STRAWBERRY HARVEST—This is a typical scene of a summer strawberry harvest in the Rogue valley. Meetings are being held in Josephine county this week to determine how many growers and prospective growers would be willing to plant strawberries and cane berries extensively enough to attract a processing plant to the valley. Berry acreage in both Jackson and Josephine counties is extremely limited at present.

Farm & Garden Garden Tips

Crater FFA Boy Wins Quiz Contest

The Dalles, Ore.-Rog Stith of the Crater Chapter of the Future Farmers of America is one of the five sectional winners of the statewide Co-op contest held here in conjunction with the annual state FFA conference, according to Darrell Shepherd, Vo-Ag instructor and chapter advisor to the Crater FFA delegation this year.

Some \$1,200 is shared among the five award winners in the form of summer scholarships to help defray expenses as members of the Oregon youth delegation to the American Institute of Cooperation, now in its 35th year as a chartered educational institution, to be held at the University of Nebraska in Lincoln on Aug. 4-7 this year.

President R. H. "Dick" Wilcox of the Agricultural Cooperative Council of Oregon and manager of the Gresham Cooperative made the awards in person at The Dalles and pointed out that this is the third consecutive year that these scholarship awards have been made under the sponsorship of the Council.

Other Winners
Sam Dettwyler of Silverton; Gary Johnston, Vernonia; and Roger Thompson of The Dalles.

Tree-Planting Aids Town, Attracts New Residents

You've seen them everywhere, in practically every part of the United States — run-down, bedraggled little communities that look like they've seen better days.

The solid citizens living in many of these towns get so used to the run-down look, according to the American Association of Nurserymen, that they don't realize the vast benefits that come from planting and beautifying. The benefits accrue in increased trade, higher real estate values and the increased community spirit that comes from doing something in cooperation with others.

Many people pass through the bedraggled communities without stopping. People who visit say, "Gosh, I'd hate to live here."

Is your town like that? If it is, think of what happened

to the town of St. James, Mo., which recently was given a national landscaping award by the American Association of Nurserymen.

Not too many years ago an extended drought killed many trees in the community. Town benefactors, including the St. James Foundation, and the citizens got together and decided to beautify. According to one citizen, "our community was lost without trees." Five years and well over 4,000 trees later, plus the planting of many shrubs, St. James is again one of the loveliest towns in the country. Instead of, "I'd hate to live here," visitors now say: "I'd love to live here." The spirit of the whole town has perked up and everyone is intensely proud of the community and its appearance.

◆ Chit Chat ◆

By JOE COWLEY
Mail Tribune Farm Editor

An industry promotion committee from Grants Pass will receive a few answers in a questionnaire to local berry growers they won't like.

One of these is that Mexican strawberries can and do compete effectively with Oregon berries. Mexico last year shipped in as many berries as Oregon raises, 60 million pounds plus some fresh. And Mexico can ship these berries to Oregon at approximately the same cost Oregon berries can be picked. Mexican pickers receive about 80 cents a day and no fringe benefits.

We heard these and other answers from a grower as we walked down rows of freshly turned earth beside a tractor-drawn strawberry-planter. The planting process was almost as fascinating as the answers we received in a steady stream from a man who knows his farming as did his father before him. The small green plants were slipped at intervals into the rubber planting disc which rolled around and poked them into the ground.

Too many Oregonians have ignored the European Common Market and are continuing to ignore such regional common markets as the African, the developing Asian and the newly head-lined Central American common markets.

When these are intense, supposedly top secret, discussions on bringing a berry processing plant to Grants Pass, then your realize the economic impact of a country which can ship in as many processed berries as your state can grow and much cheaper than you could ship those berries to Mexico.

Mexico has what has seriously hampered the rapid economic development of a broad fruit industry here—cheap labor. Give Mexico a broad economic base as it could receive and apparently is receiving from a Latin American Common Market and you can expect to see many more processed Mexican berries in here; perhaps even pears. The shortsighted, narrow vision of the U. S. Department of Labor hasn't helped the situation any, either. It should be developing a new and broader source of fruit harvest labor.

The land of hot tamales and even hotter revolutions has calmed down and gained stability. Now Mexico's economy is growing 6 per cent a year covering the last 20 years.

Mexico does not have the irrigation water for agriculture which this area is eagerly reaching for through the proposed Rogue basin project. This could give us the edge if we can develop the picking crews—20,000 pickers for 2,000 acres, a berry grower informs us. But she is developing strong commodity markets assisted by the big demand from two world wars.

The U. S. and, particularly Oregon, could take a leaf from Mexico's notebook on economic development. It is breaking down rigid social and economic systems as deliberately as a disc breaks through the soil crust. Ideas are inserted in the firm, but flexible wheel of action-planning then planted in the best soil of economic resources.

"This growth comes from a continuous shifting of resources from less productive to more productive activities, through judicious use of public saving for building up the infrastructure, and through mobilization of private savings for establishment of new enterprises to meet a steadily growing demand for goods and services."

In other words, private savings aren't taxed out of existence to support two-year government planning programs which produce little more than new generations of planners.

The Latin American Common Market thinking started in the 1950's when the wartime commodity markets slowed down. It needed a system of cooperation between developed and underdeveloped countries. But, this did not mean development of a regional economic wall around Latin America. It meant instead the channelling of various economic streams to gain more force in trading with the rest of the world.

But Latin America, and certainly Mexico, needs trade revenue to finance industrialization. The more money it can get for strawberries shipped into Oregon the more rapid the industrialization.

Latin America was little affected by development of the ECM since it accounted for only 11 per cent of member European countries' imports, but the ECM did cut that 11 per cent to 6 per cent. And the stream of trade constantly rechannels itself as it meets trade barriers. So more goods are competing with U. S. goods such as Mexican strawberries now compete with Oregon strawberries.

The Latin American case points up one sorry fact. While the U. S. was willing and did build up the economies of the European nations after World War II—the same nations now strongly competing with the U. S. as Common Market countries—are not aiding underdeveloped regions like Latin America.

Hence Latin American countries such as Mexico are forced into a regional economic organization like the Latin American Common Market. And the ironic result is that the selfishness of European countries helped originally by American tax dollars forces more rapid development of further economic competition south of the border and VERY close to home. So you may well be eating more Mexican strawberries in Oregon. The short-run benefit is to the bargain-shopping housewife, but what of the effect on the state's economy?

Songbirds Need Trees, Shrubs

With housing, highways and other developments gobbling more and more land, there is a tremendously growing need for plantings which aid songbirds, especially, to survive, according to the American Association of Nurserymen.

Following are some of the trees and shrubs that provide seeds and fruits for wild life:

cedars, yews, junipers, ashes, alders, birches, mulberry, cherry, flowering crabapples, bayberry, honeysuckle, dogwood, hawthorns, hollies, mountain ash, and many others.

Natural foods are highly necessary to supplement suets and other fats often set out by home owners in the winter months.

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Pear Ad Series Starts in Spring For Local Pears

A spring national promotional campaign in behalf of fresh west coast D'Anjou pears, many of which were grown in the Rogue river area will begin Friday, March 29.

Dick Patterson, general manager of the Oregon-Washington - California pear bureau, with headquarters in Portland, said the campaign will run through the first week in May. The campaign will use spot radio announcements on 40 important stations in 12 of the nation's largest consuming areas.

The novel spots feature fresh D'Anjou as excellent food for Lenten meals and Passover feasts. Some of the spots were written for each of the celebrations while others were written for both. Here is a sample radio spot:

"It's D'Anjou Eat'n' Time!

And fresh D'Anjou pears complement the most festive Passover feast or the simplest Lenten meal. These are the pears grown for this time of year... plump and greenish-yellow on the outside when ripe... inside they are creamy smooth and so-o-o juicy sweet. They're wonderful in lunch boxes too!"

Each spot also will carry a "tag" announcement featuring the message of a local retail store which is featuring D'Anjou pears.

Featured in the promotion is the fact that fresh D'Anjou pears are green in color when they are ripe. D'Anjou are grown and marketed for this time of the year when other types of fresh, sweet fruit are in short supply.

The O-W-C pear bureau's 10 merchandising representatives, located in the major consuming areas, have display material, recipe folders and other sales aids to help retailers take advantage of this profitable promotion. The display pieces also emphasize to consumers that "D'Anjou look green when they are ripe."

New York—UPI—The Three major U.S. television networks utilized the Relay communications satellite Monday night for the first time to broadcast news reports direct from Europe. A spokesman for the networks, the National Broadcasting Co., and the Columbia Broadcasting System, said "reception was very good" during the 20-minute transmission.

Bedding Plant Season Now Here Plants and Cultural Methods Given

By J. VERNON MARSHALL
For Rogue Valley Nurserymen

Spring is here, this is bedding plant season.

The earlier we start our gardens, the better our gardens will be, that is, if we will adhere to these simple suggestions.

Let me point out a few plants, and some of the culture, in the line of general gardening. If you will just water, feed, weed and spray, you just can't go wrong. Let's start with geraniums. Make use of heavy soil, and for best results feed regular every month thru growing season, with a good organic food, such as Liquinox 10-10-5. Feed leaves as well as roots, leaves need fertilizer, and as a matter of fact, some plants (such as Camellias) take in half of their feed and moisture thru the foliage. They will look better, they will bloom better, and they will be better plants.

Don't be afraid to pinch them back, to keep them in uniform shape, this procedure will force them into compact growth, they will become strong and sturdy, instead of tall weak and leggy if they are not pinched back.

Egg Marketing Meeting Thursday

How to recognize a good egg when you see one and what to do with it when you find it will be the theme of an Egg Producers' meeting to be held in the Jackson County Extension Auditorium at 7:30 p.m., March 28, according to Earle Jossy, county extension agent.

Charles Fischer, extension poultry marketing specialist, Oregon State university, will discuss egg marketing and what the producer can do to help himself.

Kenneth North, egg inspector with the Oregon state department of agriculture, will discuss egg grading and give instruction in egg grading.

Anyone who is interested in the marketing of eggs meeting.

NO DATE SET
Washington — UPI — No date has been set yet for President and Mrs. Kennedy's state visit to Italy, the White House said Monday.

Now is a good time to set out salvia, ageratum, asters, alyssum, phlox, lobelia, marigold, petunia, portulaca, snaps, stocks, verbena, zinnias and many other flowering plants. For better plants of this sort, use some peat and bone meal or super phosphate. If you would like a vegetable garden, start tomatoes, peppers, egg plant and onions. Use loose peaty soil for these plants also, they are heavy feeders, so don't spare the liquinox.

The aphids like them real well, so don't just stand by and let them take your garden away from you. Your nurserymen and garden supply stores have plenty of good sprays and garden dust on hand to help you fight the battle.

Ortho's Botano or Millers Soil Duster is an all around good dust to kill garden pests. Sluggo, made by Millers, will certainly kill the slugs, comes in plastic squeeze tubes and takes no effort to put it on. In liquid sprays, Malathion or Isotox made by Ortho, will kill most all garden pests, if you will just put it on the garden according to directions.

Pick up a garden gun from your garden supply store. They are inexpensive, and it will take the guess work and the labor out of gardening, leaving only pleasure plus a beautiful garden. You can also fertilize your garden very early with a garden gun. Ask your nurseryman how, it is very simple.

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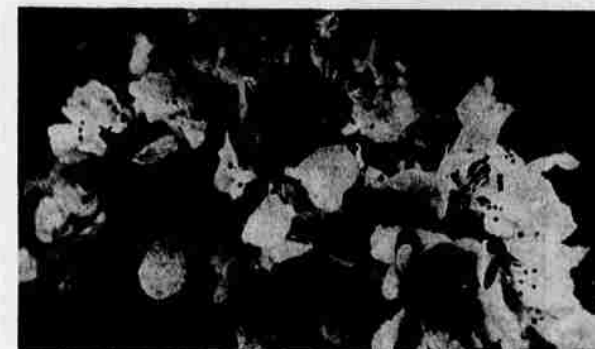
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